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Craig Mowry

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EXAMINER

DURAN, ARTHUR D

ART UNIT

PAPER NUMBER

3622

DATE MAILED: 11/22/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

## Office Action Summary

Application No.

09/756,581

Applicant(s)

MOWRY, CRAIG

Examiner

Arthur Duran

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

### Status

- 1) ☒ Responsive to communication(s) filed on 08 January 2001.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

### Disposition of Claims

- 4) ☒ Claim(s) 1-114 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-114 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

### Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

### Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
- ☐ Certified copies of the priority documents have been received.
  - ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  - ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

### Attachment(s)

- ☒ Notice of References Cited (PTO-892)
- ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- ☐ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)  
Paper No(s)/Mail Date \_\_\_\_\_
- ☐ Interview Summary (PTO-413)  
Paper No(s)/Mail Date. \_\_\_\_\_
- ☐ Notice of Informal Patent Application (PTO-152)
- ☐ Other: \_\_\_\_\_

### DETAILED ACTION

1. Claims 1-114 have been examined.

#### *Claim Rejections - 35 USC § 103*

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

2. Claims 1-8, 11, 13-36, 39-49, 51-53, 56-59, 61-67, 70-86, 89-97, 100, 101, 104-114 are rejected under 35 U.S.C. 103(a) as being unpatentable over Freeman (2004/0261127) in view of Gerszberg (2003/0142664).

Claims 1-8, 11, 13-36, 39-49, 51-53, 56-59, 61-67, 70-86, 89-97, 100, 101, 104-114:

Freeman (2004/0261127) discloses users being provided full and interactive participation in a live broadcast event where the users can utilize the Internet or websites to affect the live broadcast and also that the content of the live broadcast affects the content on the website (Abstract; Fig. 1; Fig. 6; Fig. 7).

Freeman further discloses that the user can enter responses related to the live broadcast and receive feedback concerning the user response (Paragraph [0005]).

Freeman further discloses that information from the websites can be incorporated into the broadcast:

“Further, information obtained from related Web sites can be

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integrated into the live program” (Abstract).

Freeman further discloses content related user selectable responses:

“These television systems provide a common video signal accompanied by several synchronized audio channels to provide content related user selectable responses” ([4]).

Freeman further discloses changing content presented based on responses and/or profile:

“Selections of the video, audio, graphics display and/or Web pages can be made as a function of immediate viewer entries, or to interrogatory responses presented at the beginning or during the program, or based on a prestored viewer profile. Once a decision is made to switch from one video option to another video option, the digital switch is performed seamlessly” ([14]).

Freeman further discloses adjusting content based on profile ([16]).

Freeman further discloses a variety of programming and dynamically adjusting programming based on different factors:

“[0018] The present invention also has applications for other types of programming. For example, viewers can direct the scenes of a murder mystery. Switching from one scene to another can be done seamlessly without noticeable effect on the viewer. Further, the present invention can be used for any kind of live or pre-recorded event. For instance, a music concert or a political convention can be enhanced in the manner of the invention.

[0019] Accordingly, a primary objective of this invention is providing an enhanced digital live program allowing the display to be tailored to the user's desires, choices or interests.

[0115] The trigger points 500 correspond to the times when the conventional program content can be altered and personalized for the viewers. The programmer can place the trigger

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points 500 at any time throughout the program. Since the trigger points 500 are unknown to the subscriber, the subscriber does not know when they will receive a personalized message.

[124] Preferably, the URLs, like the various audio and graphics options, have associated time stamps which indicate to the remote digital set top boxes 25 when, during the video program, to display the particular Web pages addressed by the URLs, the selection and display of which is preferably made as a function of viewer responses or viewer profile".

Freeman further discloses e-commerce purchasing related to the content that is presented:

"[0127] In the present invention, the viewer also has the capability to link to a channel website at will. For example, if a viewer is interested in purchasing a product described in an advertisement, by merely clicking on a button on their remote 20, the producer's Website could be accessed by Internet connection 160 and displayed to the viewer. The viewer could then either obtain more information about the product or order the product, if desired. As described above, this application is possible by sending the URL associated with the producer's Website to the digital cable boxes 25 as part of the interactive program. Upon selection by the viewer, the web browser, located either in the digital set-top box 25 or externally in a connected PC 610, can retrieve the Web pages. The specialized software then synchronizes the Web pages for video display".

Freeman discloses utilizing profile(s)/preferences/demographics to affect presented content including advertising presented ([137], [138], [168]).

Freeman further discloses targeted advertising ([168]).

Freeman further discloses presenting games related to broadcast or as a broadcast and also games and points for games with rewards ([8], ([147],[153])).

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Freeman discloses the user/viewer(s) affecting content and content outcomes ([169] and below):

“[Claim] 16. The method of claim 14, wherein the step of gathering viewer specific information comprises the steps of: displaying at least one interrogatory to the viewer, the content of the interrogatory involving program options; collecting entries from the viewer in response to the interrogatories; and wherein the selection of video or audio signals is based in part on the collected viewer entries.

[0121] User selections corresponding to answers to the n successive interrogatory messages are received by the remote interface 270 at the beginning of the show, stored in memory 265 and used throughout the show at the appropriate trigger points 500 to subtly change program content as the show progresses”.

Freeman does not explicitly disclose an electronic catalog.

However, Gerszberg discloses interactive television, product catalogs related to the content presented, ([70]) tracking user profile and preference information and presenting content of interest to the user ([14]; [35]; Fig. 17; [57]; [58]; [126]).

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to add Gerzberg's electronic catalog and tailored content to Freeman's providing product purchasing opportunities related to content and tailored content. One would have been motivated to do this in order to provide better purchasing opportunities for items of interest to the user.

Also, in regards to claim 11, Freeman discloses billing the users ([168]).

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In regards to claim 15, Freeman does not explicitly disclose that the user can select broadcast participants. However, Freeman discloses that user input can affect the content broadcast. Therefore, it would be obvious to one skilled in the art that Freeman's affected broadcast content can include the broadcast options or broadcast participants. One would be motivated to do this in order to present a way of interest for the user to interact with the programming.

3. Claims 9, 10, 50, 60, 68, 69, 98, 99 are rejected under 35 U.S.C. 103(a) as being unpatentable over Freeman (2004/0261127) in view of Gerszberg (2003/0142664) in view of Spiegel (6,466,918).

In regards to claims 50, 60, 98, 99, Freeman does not explicitly disclose utilizing chat.

In regards to claims 9, 10, 68, 69, Freeman does not explicitly disclose utilizing auctions.

However, Spiegel discloses utilizing interactive television, an e-commerce catalog, chat, and auctions (col 1, lines 15-35; col 2, lines 1-5; col 9, lines 40-51).

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to add Spiegel's advanced features for interacting with a website or interactive television to Freeman's interactive television, user communications, and purchasing. One would have been motivated to do this in order to allow the user more interactivity with the interactive broadcasts.

4. Claims 12 is rejected under 35 U.S.C. 103(a) as being unpatentable over Freeman (2004/0261127) in view of Gerszberg (2003/0142664) in view of Quinlan (2004/0215514).

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In regards to claim 12, Freeman does not explicitly disclose selling marketing data. However, Quinlan discloses that selling marketing data is a profitable business ([11]).

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made that Freeman can sell the marketing/profile/preference/demographic data concerning users. One would have been motivated to do this in order to provide a way to increase revenue utilizing information that is available.

5. Claims 37, 38, 87, 88 are rejected under 35 U.S.C. 103(a) as being unpatentable over Freeman (2004/0261127) in view of Gerszberg (2003/0142664) in view of Robbins (5,784,095).

In regards to claims 37, 38, 87, 88, Freeman does not explicitly disclose archiving. However, Robbins discloses archiving, archiving content presented, and archiving electronic catalogs presented (col 3, lines 40-55).

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to add Robbins archiving to Freeman's presenting a variety of content. One would have been motivated to do this in order to allow the user to access content of interest that has been broadcast priorly.

6. Claims 54, 55, 102, 103 are rejected under 35 U.S.C. 103(a) as being unpatentable over Freeman (2004/0261127) in view of Gerszberg (2003/0142664) in view of Pease (5,855,515).

In regards to claims 54, 55, 102, 103, Freeman does not explicitly disclose hierarchical games.

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However, Pease discloses hierarchical games and interactive television (col 1, line 65-col 2, line 20; col 11, lines 5-25)

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to add Pease's advanced gaming features to Freeman's gaming. One would have been motivated to do this in order to present games of more interest to the user.

### ***Conclusion***

The following prior art made of record and not relied upon is considered pertinent to applicant's disclosure:

- a) Perkowski (6,625,581) discloses WebTV (40, 50), Television (71), match product offerings with profile (38), and electronic product offering catalogs;
- b) Junkin (6,193,610) discloses interactive television and websites;
- c) Scott (6,338,094) discloses interactive television and websites.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Arthur Duran whose telephone number is (571) 272-6718. The examiner can normally be reached on Mon- Fri, 8:00-4:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric Stamber can be reached on (571) 272-6724. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).



Arthur Duran  
Patent Examiner  
11/17/05